

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. – 33. (Cancelled)

34. (Currently Amended) A portable communication terminal, comprising:

 a registration request issuing means for issuing a registration request for advertisement information broadcast from an advertisement information broadcast server;

 a receiving means for receiving advertisement information which is broadcast from said advertisement information broadcast server based on said registration request; and

 a display means for displaying said advertisement information received by said receiving means;[[.]]

wherein said display means automatically displays said advertisement information on a standby screen when the portable communication terminal is in a standby state.

35. (Previously Presented) The portable communication terminal according to claim 34, further comprising a registration cancellation means for requesting to stop broadcasting said advertisement information from said advertisement information broadcast server.

36. (Previously Presented) The portable communication terminal according to claim 35, wherein said receiving means automatically receives said advertisement information.

37. (Previously Presented) The portable communication terminal according to claim 34, wherein said receiving means automatically receives said advertisement information.

38. (Cancelled)

39. (Previously Presented) The portable communication terminal according to claim 34, wherein said receiving means receives updated advertisement information from said advertisement information broadcast server.

40. (Previously Presented) The portable communication terminal according to claim 39, wherein said display means displays said updated advertisement information received by said receiving means.

41. (Currently Amended) An advertisement system comprising an advertisement information broadcast server, and a portable communication terminal, wherein said portable communication terminal comprises:

a registration request means for issuing a registration request for advertisement information broadcast from said advertisement information broadcast server;

a receiving means for receiving advertisement information which is broadcast from said advertisement information broadcast server based on said registration request; and

a display means for displaying said advertisement information received by said receiving means;[[.]]

wherein said display means automatically displays said advertisement information on a standby screen when the portable communication terminal is in a standby state.

42. (Previously Presented) The advertisement system according to claim 41, wherein said portable communication terminal further comprises a registration cancellation means for requesting to stop broadcasting said advertisement information from said advertisement information broadcast server.

43. (Previously Presented) The advertisement system according to claim 42, wherein said receiving means automatically receives said advertisement information.

44. (Previously Presented) The advertisement system according to claim 41, wherein said receiving means automatically receives said advertisement information.

45. (Cancelled)

46. (Previously Presented) The advertisement system according to claim 41, wherein said display means receives updated advertisement information from said advertisement information broadcast server.

47. (Previously Presented) The advertisement system according to claim 46, wherein said display means displays said updated advertisement information received by said receiving means.

48. (Currently Amended) A method for displaying advertisement information, comprising the steps of:

issuing, from a portable communication terminal, a registration request for advertisement information broadcast from an advertisement information broadcast server; and

receiving, by the portable communication terminal, advertisement information which is broadcast from said advertisement information broadcast server based on said registration request;[.]

wherein said advertisement information is automatically displayed on a standby screen when the portable communication terminal is in a standby state.

49. (Previously Presented) The method according to claim 48, further comprising a step of requesting to stop broadcasting said advertisement information from said advertisement information broadcast server.

50. (Previously Presented) The method according to claim 49, wherein said advertisement information is automatically received.

51. (Previously Presented) The method according to claim 48, wherein said advertisement information is automatically received.

52. (Cancelled)

53. (Previously Presented) The method according to claim 48, wherein updated advertisement information is received from said advertisement information broadcast server.

54. (Currently Amended) The method according to claim 53, wherein said updated advertisement information received by said receiving means is displayed. |